

Yoto Expands Music Library to Include its First Ever Girl Band Album - Spice Girls: Greatest Hits

Yoto's growing relationship with Universal Music Group, the world's leading music-based entertainment company now gives Yoto families access to Hits from the Iconic Girl Group



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LONDON, 22nd October 2024 – Yoto, the interactive audio platform for kids and creator of the critically acclaimed and award-winning Yoto Player and Yoto Mini, today announced the

addition of Spice Girls: Greatest Hits to its music library, marking another step in its thriving partnership with Universal Music Group (UMG).

The card brings infectious beats from the iconic British band to Yoto families around the world. Hits include the cultural phenomenon 'Wannabe', a rallying cry for girl power and friendship that set the singers on a skyrocketing trajectory, and the feel-good anthem 'Spice Up Your Life', from the group's second album.

Formed in 1994, the Spice Girls are the biggest female group of all time, with worldwide record sales in excess of 100 million. Emma, Geri, Mel B, Melanie C and Victoria – aka Baby, Ginger, Scary, Sporty and Posh Spice – spearheaded their own rise to chart dominance with their infectious pop sound and bold 'Girl Power!' philosophy, changing the face of music and inspiring a generation of artists and fans.

This launch follows several renowned Yoto releases in partnership with UMG since inking an industry-first agreement in August 2023, including *The Beatles: 1962-1966 (Yoto Edition)*, *Legend: The Best of Bob Marley and the Wailers*, and original songs from the chart-topping soundtracks of *Frozen* and *Encanto*. More music from Disney as well as new artists never seen on Yoto before will be released in collaboration with UMG within the coming months.

"Adding the greatest hits from the Spice Girls to our music collection is an exciting milestone for Yoto," said Dom Hodge, Yoto's Head of Music and Sound. "We're thrilled to make iconic 90s hits from one of the most influential music groups of all time accessible to budding music lovers globally. We can't wait for young listeners to discover the joy and vibrancy that shines through the Spice Girls discography."

"For so many parents, children themselves in the 90's, The Spice Girls WERE pop music! We can already feel the anticipation and excitement, as these now adult fans get ready to pass on unmistakable, iconic anthems such as Wannabe and Spice Up Your Life to the next generation," said Sarah Boorman, General Manager Youth Strategies, Universal Music UK.

The cards are suitable for listeners aged 5+ and will be available for purchase for £11.99. The Yoto Player and Yoto Mini (2024 Edition) are available to purchase for £89.99 and £59.99,

respectively. For more information about the Players, and additional offerings, please visit www.yotoplay.com.

SPICE GIRLS: GREATEST HITS - TRACKLIST

1. Wannabe
2. Say You'll be There
3. 2 Become 1
4. Mama
5. Who Do You Think You Are
6. Move Over
7. Spice Up Your Life
8. Too Much
9. Stop
10. Viva Forever
11. Let Love Lead the Way
12. Holler
13. Headlines
14. Goodbye

About Yoto

Yoto is an interactive audio platform for kids. Yoto offers a catalog of stories, songs, activities and more to inspire creative play and learning without a screen. The carefully connected audio players – the Yoto Player and the Yoto Mini – put kids safely in control. No cameras. No microphones. No ads.

Inspired by Montessori principles, Ben Drury and Filip Denker founded Yoto in 2017. The very first Yoto Player launched on Kickstarter, then promptly sold out in 2019. The second generation Yoto Player was designed with renowned design agency, Pentagram, and launched in early 2020. Yoto Mini – the portable audio player – launched in late 2021.

Now available worldwide, Yoto have won awards and accolades from critics, parents and children alike. Yoto Mini was named as a winner in Good Housekeeping's 2022 Parenting Awards, TIME Magazine named Yoto Player one of the Best Inventions of 2020, and Yoto Mini won a prestigious D&AD Pencil in 2022.

Yoto's platform features both award-winning original content and audio that has been licensed or co-created with partners. These partners include PRH, Macmillan, Sony, Disney, Roald Dahl Story Company, Pottermore, HarperCollins, Hachette, Viacom, Bonnier and Scholastic.

About Universal Music Group

At Universal Music Group, we exist to shape culture through the power of artistry. UMG is the world leader in music-based entertainment, with a broad array of businesses engaged in recorded music, music publishing, merchandising and audiovisual content. Featuring the most comprehensive catalogue of recordings and songs across every musical genre, UMG identifies and develops artists and produces and distributes the most critically acclaimed and commercially successful music in the world. Committed to artistry, innovation and entrepreneurship, UMG fosters the development of services, platforms and business models in order to broaden artistic and commercial opportunities for our artists and create new experiences for fans. For more information on Universal Music Group visit www.universalmusic.com.

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